



## *Report to the Auburn City Council*

Action Item

Agenda Item No. **8**

City Manager Approval

**To:** Mayor and City Council Members  
**From:** Keith Nesbitt, Mayor Pro Tem  
**Date:** August 8, 2011  
**Subject:** Approval of "2012 Amgen Tour of California" City Council Support Letter

### **The Issue**

Should the City Council approve by motion the attached letter to be sent to AMGEN officials regarding the City Council's support of the Tour of California returning to Auburn in 2012?

### **Conclusion and Recommendation**

Approve by motion, the attached letter to be sent to AMGEN officials regarding the City Council's support of the Tour of California returning to Auburn in 2012.

### **Background**

In a brief six year period, the Amgen Tour of California (ATOC) has become America's most popular and important cycling event. It is the most successful single sporting event in the State of California bringing economic benefits to the state and global recognition. AEG Sports; the creator, owner and producer of the ATOC, partners with Host Cities to offer challenging competitive cycling routes that draw riders from around the globe. In 2011, the City of Auburn was a Host City that demonstrated the ability to provide a safe and rider friendly course.

A Local Organizing Committee (LOC) will once again take the lead to develop sponsor partnerships, monetary and in kind service donations, and other creative means to finance the event. As a Host City in 2011, the Auburn Police Department called upon more than a hundred volunteers to ensure the ATOC was a success. The Police Department staff and a number of skilled core volunteers took a lead role with the City Public Works division to oversee preparation of the race route, traffic control, signage, notification of traffic detours/delays and other operational aspects. The Chamber of Commerce partnered with local business associations, volunteers, local media and others in the planning of the festive community activities that took place prior to, during, and after the Stage 3 start in Auburn.

This letter is to demonstrate to AMGEN officials Auburn's interest in being involved with the Tour of California in 2012.

City of **Auburn**

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**DRAFT**

August 8, 2011

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Medalist Sports  
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Tyrone, GA 30290

Kristin & Kelly:

The Auburn City Council wishes to welcome back the AMGEN/Tour of California to one of the most beautiful and exciting locations in the state. Considering the history of California, it is only fitting that the Tour comes to the heart of Gold Country. In partnering with us last year as a host city, you witnessed the energy and dedication that Auburn put forth to embrace your event.

By working with your team we hope we have created a level of support that allowed the Tour to flow smoothly and seamlessly through our city. In typical Auburn fashion, a multitude of volunteers rose to the challenge led by the Chamber of Commerce and City of Auburn in order to support and enjoy the event.

With all of our team leaders returning this year, our "Bike Auburn" committee is now in place and already well underway in the planning process of taking this event to the next level. The City is once again prepared to pledge the staff support necessary to make this cycling competition event a memorable success.

We are excited about the possibility of being a host city again and we stand united to meet the needs of AMGEN/Tour of California 2012!

Sincerely,

Mayor Bill Kirby, M.D.  
Mayor Pro Tem Keith Nesbitt  
Council Member Kevin Hanley  
Council Member Mike Holmes  
Council Member Bridget Powers